

This season, real men wear orange. Don't worry, just a dab will do you

# All the spring's men



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It's no secret that males are driven by different desires than females. So it's no surprise it took a long time for the fashion industry to figure out how to get guys hooked.

But it seems designers have finally cracked some male behavioural patterns: Spring 2008 marks the first time trends in men's and women's wear match up.

Men are more susceptible to generational swings, says Tyler Thoreson, the executive editor of *men.style.com*. The current crop of twenty- and thirty-somethings are rebelling against the grungy Gen Xers, who were reacting to label-obsessed boomers. "There hasn't been this much fun in fashion

since Wall Street in the eighties," Thoreson says.

So the young'uns are getting gussied up, and guess what? "The older guys have to pay attention to style, or they look out of it," says Melissa Austria of *GotStyle*, an independent men's wear store in Toronto.

Here are the five trends men need to know. Over all, this is a bright season. We're talking electric blue, Big Bird yellow and all shades of pink. This is scary, boys. Start slow: Try a pocket square. Pattern, another trend that leaves even the toughest men flummoxed, is also key. A little stripe will do ya if you aren't ready for a bright orange trench coat.

Suits continue to be big news, as much for fun on the town as for the office. (Young men, especially, tend to concentrate on suits for big dates.)

The last two trends, white and transparency, are to be nodded at in small doses. A sheer shirt under a blazer? Boffo. White jeans and a pink shirt? Yes, it's that time again.





## BOLD STATEMENTS

Men fear adventurous fashion, Freeman says, 'because they fear looking like a crazy street circus rodeo clown.' Fortunately, you can embrace the bright colour trend and take it easy. Pick one colour to be your signature, he says, and you can get away with an item like an orange trench coat. 'The men's wear boom is rooted in wearability,' Thoreson says. To help men out further, there has been a boom in mainstream guy fashion media,

from a resuscitated GQ to websites such as [men.style.com](http://men.style.com). 'We are about taking a trend, giving the context, explaining where the idea comes from and then showing men how to do it at home,' Thoreson says. In other words: Take the drama out and men can admit to enjoying fashion. Ignore the call to brighten up at your peril, Freeman warns. 'A dash of colour will take years off.'

**Jackets** Tiger of Sweden trench coat, \$629 from Gotstyle. Jacket, \$240 from Gsus.  
**Shirts** T-shirt, \$12 from Joe Fresh ([www.joe.ca](http://www.joe.ca)). Toscano button-up, \$125 at the Bay, ([www.hbc.com](http://www.hbc.com)).  
**Pants** Pant, \$475 from Diesel ([www.diesel.com](http://www.diesel.com)). Hudson jeans, \$270 at Over the Rainbow ([www.overtherainbow.com](http://www.overtherainbow.com)).  
**Shoes** Sperry Top-Siders, \$100 at Davids. Frye boots, \$350 at Ron White ([www.ronwhite.ca](http://www.ronwhite.ca)).  
**Accessories** Belt, \$110 at Gotstyle.